

Checkout Coupon[®] Market Statistics

<u>Region</u>	<u>Market</u>	<u>Retailer</u>	<u># Stores</u>	<u>ACV</u>	<u>#Shopping Baskets</u>	<u># Households</u>
Pacific	S. California	Ralphs	145			
		Lucky	204			
		Alpha Beta*	160			
		Boys	10			
		Major	1	53%	9,489,000	5,272,000
	Phoenix/Tucson	ABCO	51	20%	561,000	312,000
Mountain	Denver	King Soopers	66			
		Safeway	71	83%	2,845,000	1,581,000
Northwest	N. California	Safeway	147			
		Lucky	181			
		Raley's*	60	65%	6,846,000	3,803,000
	Seattle	Safeway	112	43%	1,747,000	971,000
Central	St. Louis	Schnucks	58			
		Dierbergs	14			
		National	54	65%	2,203,000	1,224,000
	Omaha	Bakers	9			
		CUB	1	17%	200,000	111,000
North Central	Chicago	Dominick's	98			
		CUB	2			
		Eagle*	106	24%	3,132,000	1,740,000
	Minneapolis	CUB	11	25%	394,000	219,000
	Toledo	Kroger	13	18%	195,000	108,000
	Detroit	Farmer Jack/A&P*	75			
		Meijer's*	62	39%	2,760,000	1,533,000
Southwest	Dallas/Ft. Worth	Tom Thumb	59			
		Winn-Dixie*	85	53%	2,064,000	1,147,000
	Houston	Randall's	41	18%	726,000	403,000
	New Orleans	Winn-Dixie*	99	29%	1,188,000	660,000
Carolinas	Louisville	Winn-Dixie*	53	21%	636,000	353,000
	Charlotte	Winn-Dixie*	107	19%	1,284,000	713,000
	Raleigh	Winn-Dixie*	96	20%	1,152,000	640,000
	Greenville	Winn-Dixie*	97	24%	1,164,000	647,000
Southeast	Jacksonville	Winn-Dixie	96	40%	1,152,000	640,000
	Orlando	Winn-Dixie	110	37%	1,320,000	733,000
	Miami	Winn-Dixie*	155	33%	1,860,000	1,033,000
	Tampa	Winn-Dixie	120	25%	1,236,000	687,000
	Atlanta	Winn-Dixie	91			
		CUB	8	23%	1,252,000	696,000
	Montgomery	Winn-Dixie*	113	19%	1,356,000	753,000
Mid-Atlantic	Washington, DC/ Maryland/Virginia Pennsylvania	Giant Food	150			
		Safeway	145	75%	5,201,000	2,889,000
		Weis Markets*	101	25%	1,010,000	561,000
Northeast	Boston	Purity Supreme	56	17%	672,000	373,000
	Metro New York/ New Jersey	Pathmark	145			
		ShopRite*	185			
		Foodtown*	60	37%	7,298,000	4,054,000
ALL MARKETS			+3,800	35%	+60 MM	+33 MM

*1991 Installation Markets